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Date:

3/17/05

By:

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Mail Stop Amendment

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In Re: Patent Application of Charles A. Eldering

Conf. No.: 8189 : Group Art Unit: 2616
Appln. No.: 09/824,434 : Examiner: Fish, Jamieson W.
Filing Date: April 2, 2001 : Att'y. Docket No.: T721-22

Title: Grouping of Advertisements on an Advertising Channel in a Targeted Advertisement System

AMENDMENT

This Paper is in response to the Office Action dated November 17, 2004, and is being timely filed by virtue of the accompanying Petition for Extension of Time (one month), which extends the period available for reply to and including March 17, 2005.

Please amend the above-identified patent application, without prejudice, as follows: